

COMPETITORS

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Filter Long Versions Of Viceroy & Kool Go National



After popular acceptance in select regional areas, Filter Longs versions of Viceroy and Kool cigarettes are being marketed nationally by Brown & Williamson Tobacco Corp.

To support these entries into the 100mm segment of the American market, B&W will begin an extensive multi-media advertising campaign.

The schedule includes network television with 60-second color commercials in dramatic, news, and variety shows each night of the week; special spot television commercials and multi-color newspaper advertisements in major markets; and full-page 4-color advertisements in national magazines.

Package designs of Viceroy Longs and Kool Filter Longs retain the basic form and colors of the two world-famous brands.

corporate the "feel" of the movie spectacular.

Counter displays, window displays and local advertising for the Gold Label product will carry out the basic story theme that United Artists will feature in their media and displays.

Arrangements have been made in five major cities to schedule special previews of "The Charge of the Light Brigade" for Gold Label distributors and key retailers. Consumer contests will feature free tickets to the show as well as copies of the stereophonic original score albums.

Gold Label customers will see one of the year's most exciting motion pictures, featuring David Hemmings, Vanessa Redgrave, Trevor Howard, John Gielgud, Harry Andrews and Jill Bennett. Of course, cigars are smoked "on screen"!

This entire marketing program, coordinated by Leonard F. Fellman, Sales Promotion Consultant, marks an important first in cigar industry merchandising, in which a fine cigar will have gained its "front mark" from an outstanding film.

The Tobacco Jobber

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BROWN & WILLIAMSON

BROWN & WILLIAMSON TOBACCO CORP. operating booth 225, will display Viceroy, Kool filter, Raleigh, and Belair cigarettes. Representing the firm will be J. G. Crume, vice president, sales director; S. S. Burnett, sales manager-vending department; J. G. Fair, credit manager; J. H. Falvey, director vending sales; F. A. Gardner, western sales manager; A. L. Matthews, eastern sales manager; W. H. Ogburn, assistant director of sales; and R. E. Jones, department sales manager. Brown and Williamson will staff a hospitality suite at the Bellevue Stratford.

LIGGETT AND MYERS

LIGGETT & MYERS INC., operating from booths 101-103, will display L&M (King, Box and Regular), L&M Golden 100, L&M Menthol 100, Chesterfield (King & Regular), Chesterfield Filter, Chesterfield Menthol, 101 Chesterfield, and Lark. Representing the firm will be S. White, vice president marketing; J. Gourand, general marketing manager; J. A. O'Connor, national sales manager; E. Frick, director of sales promotion; H. Young, national manager, vending sales; A. J. Davidson, northeastern regional sales manager; D. Provost, director of public relations; E. Ardell, Philadelphia department manager; J. Sharin, convention manager; D. Hutchinson, eastern regional vending manager; H. C. Dugger, central regional vending manager; R. Jozwiak, southern regional manager; R. Staman, Cleveland area vending

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BEECH-NUT

BEECH-NUT, INC. operating booth 525, will display Beech-Nut Gum, Life Savers, Beech-Nut Roll Candy, Beech-Nut Cough Drops, and Pine Bros. Cough Drops. Representing the firm will be W. F. Parker, vice-president, trade relations; E. A. Murach, national vending manager; R. Dunne, sales exec.; H. Michaels, conf. division field manager; and R. Koehler, district conf. manager.

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